

FCV Market Research at ITS

- Our main interests are the market implications of:
 - Mobile Electricity (ME) and Vehicle to Grid
 - Vehicle Performance and Design
 - *H2 refueling, including home refueling and other novel arrangements*
 - *Relationship between driving range and non-travel use of energy*
 - *Multiply configurable vehicles, from Honda Element to GM Hy-Wire and beyond*
 - Regional market and infrastructure development plans
- Putting these into context of market pathways:
 - Strategic niche management: fleets, regions, new markets,...
 - Evolution of social marketing plans
 - Competition between FCVs, hybrids, clean diesel, improved ICEs